

FIG. 1

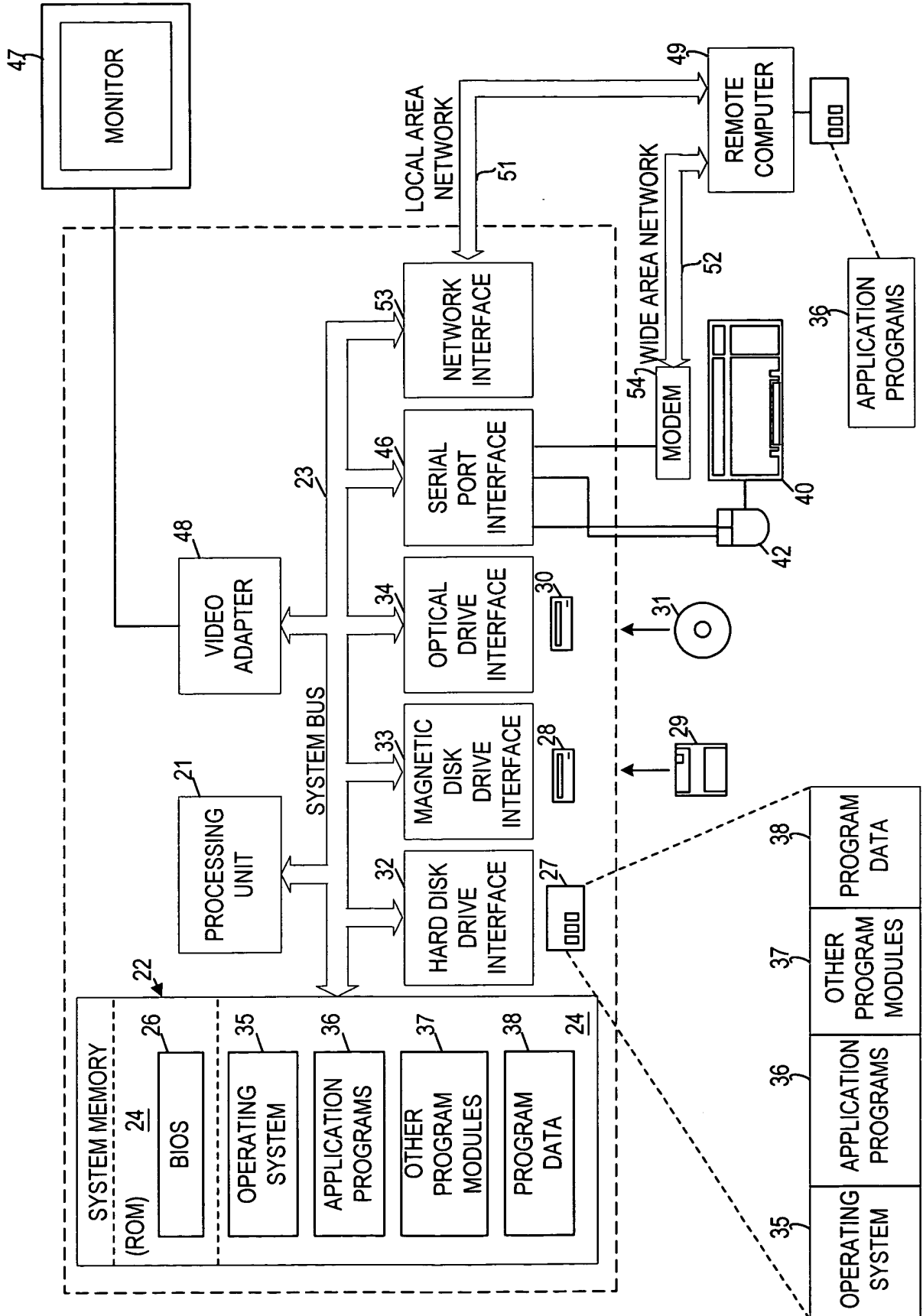
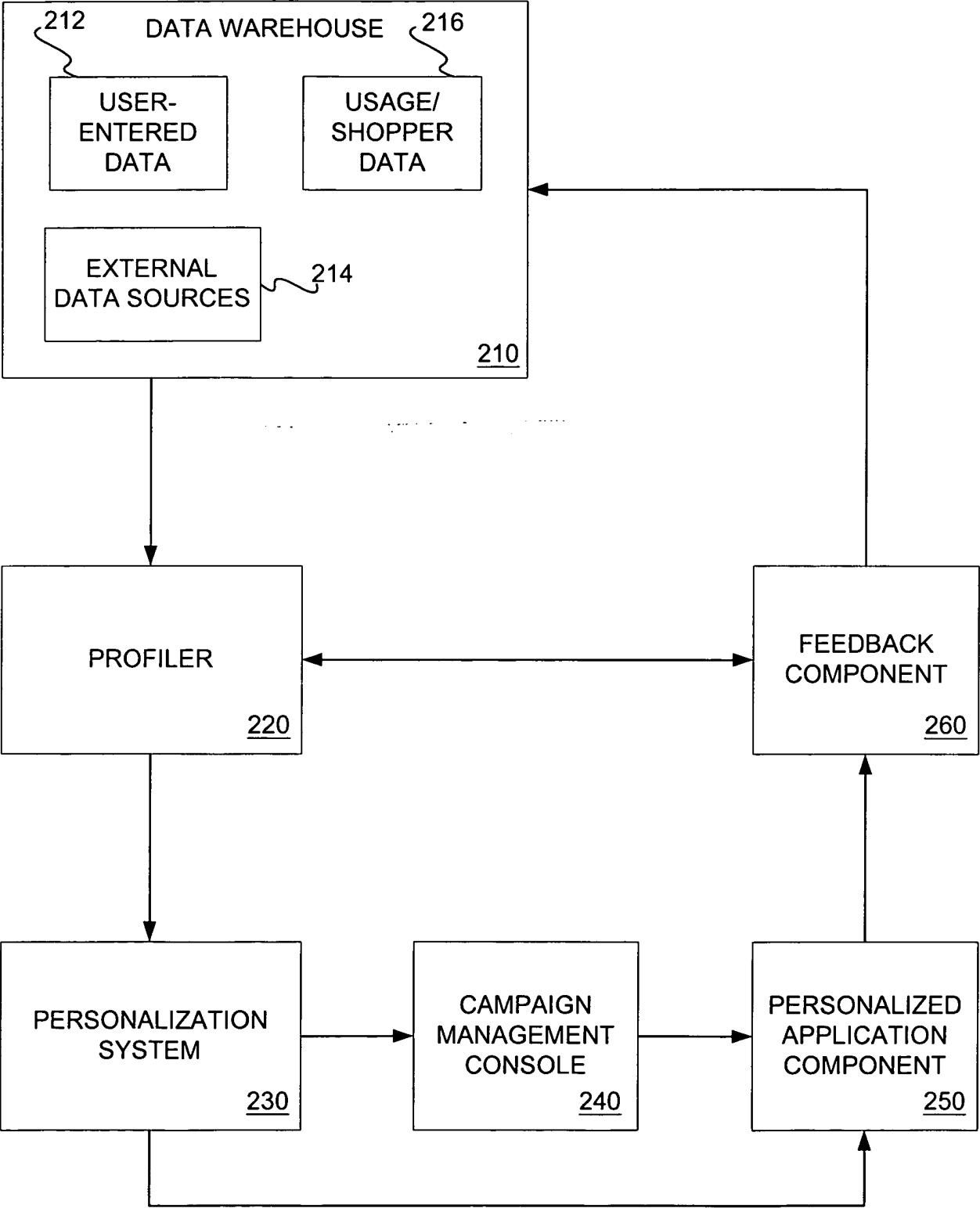
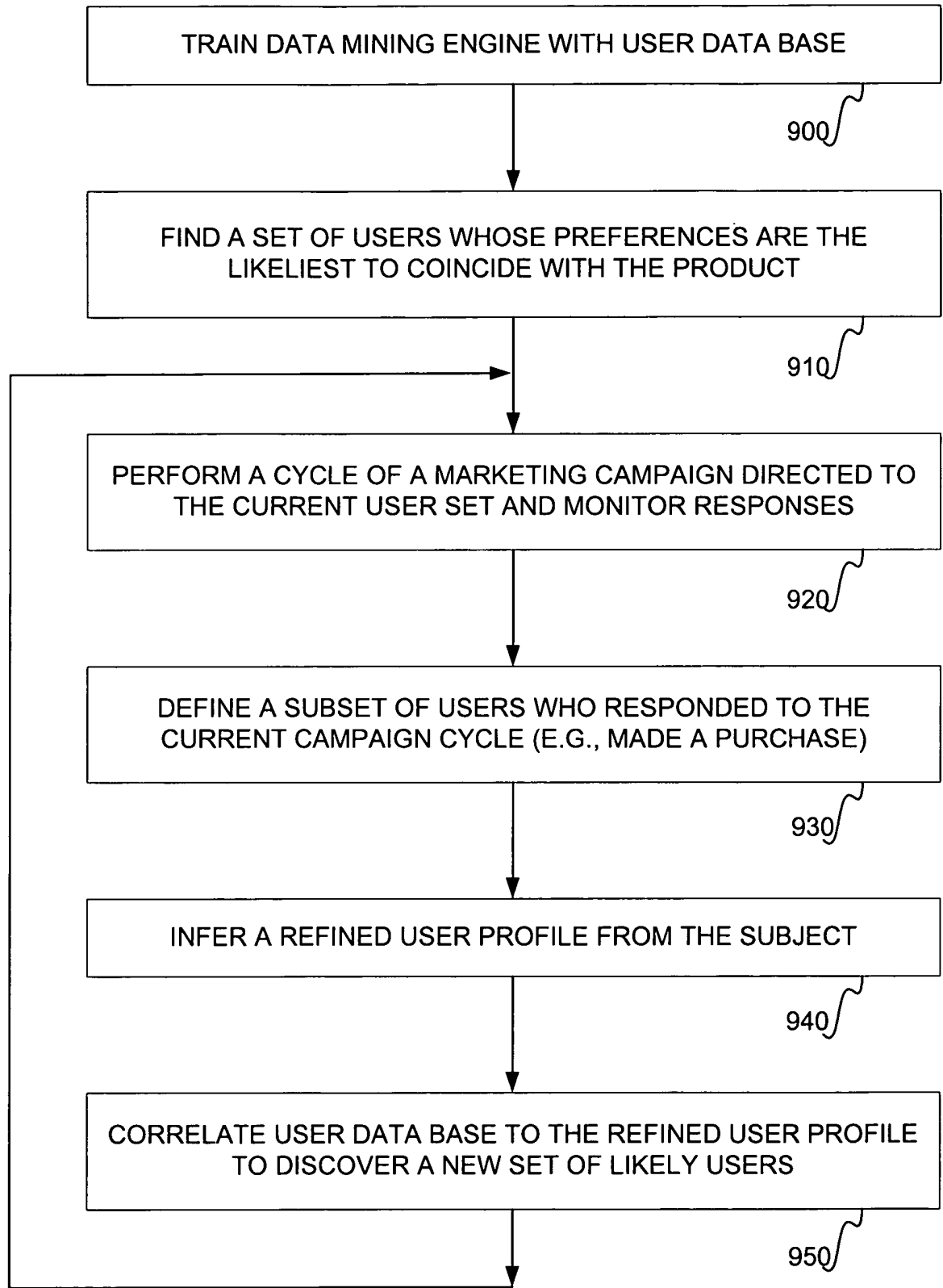


FIG 2

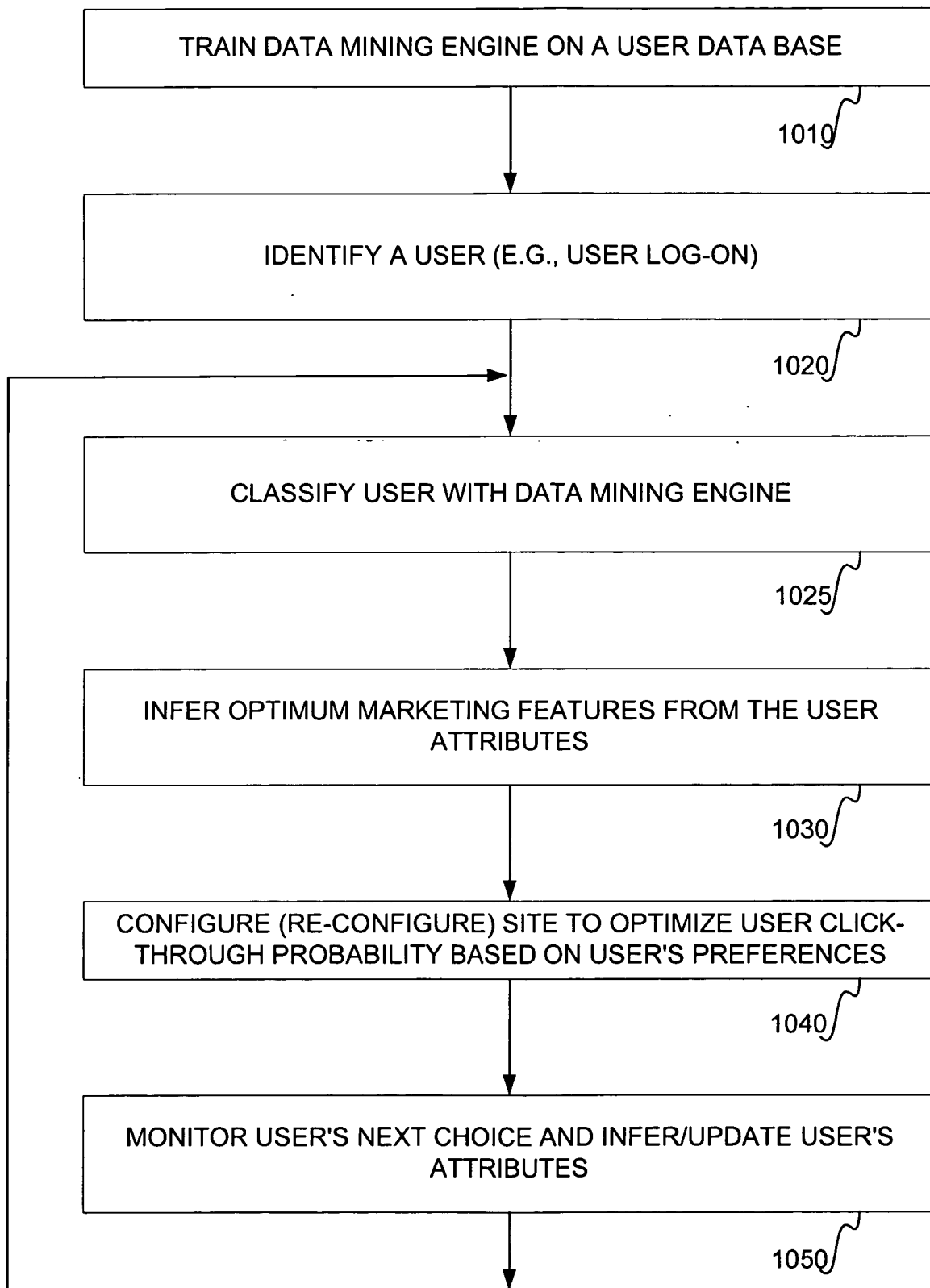


662250 66470460

FIG 3



552360" 5E4T0460

FIG 4

56360*6E4T0460

FIG 5

CLUSTER	ADVERTISEMENT FEATURE	CLICK-THROUGH PERCENTAGE

FIG 6

CLUSTER	PRODUCT	CLICK-THROUGH PERCENTAGE

FIG 7

CLUSTER	SHOPPING EXPERIENCE FEATURES	CLICK-THROUGH PERCENTAGE

662250-5E4F0450

APPROVED	O.G. FIG.	
BY	CLASS	SUBC: A3S
DRAFTSMAN		

FIG 8

CLUSTER	CATALOG FEATURES	CLICK-THROUGH PERCENTAGE

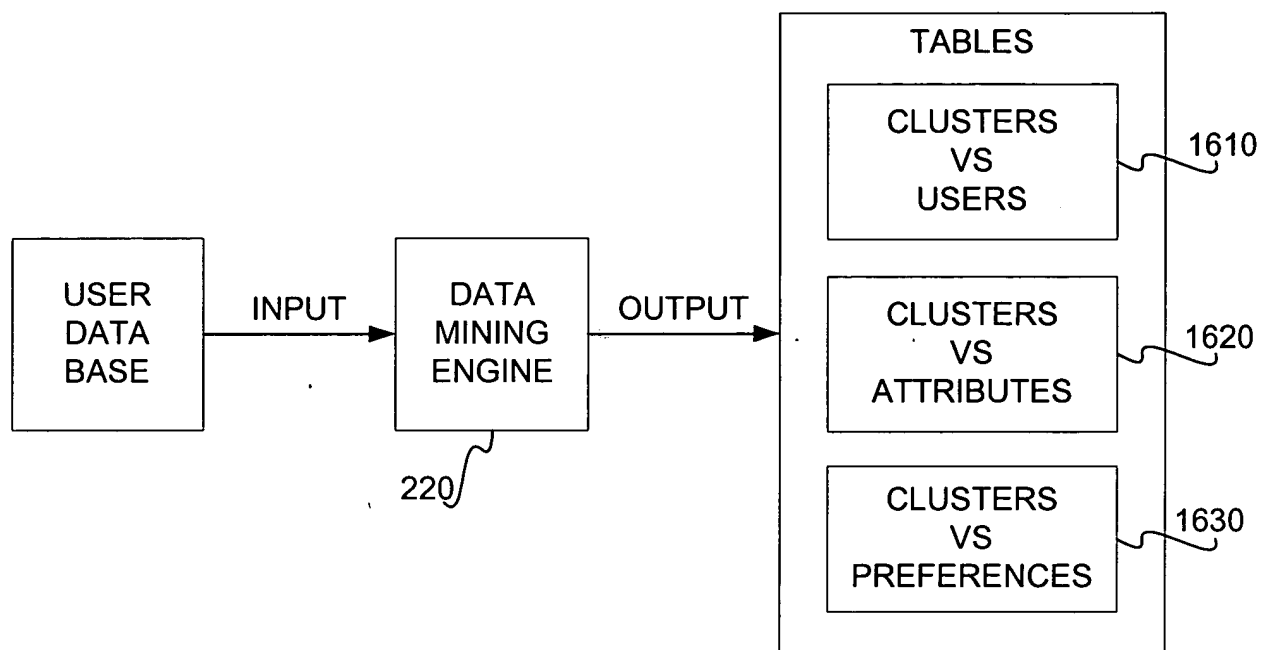
FIG 9

CLUSTER	STORE FRONT FEATURES	CLICK-THROUGH PERCENTAGE

652250-6470460

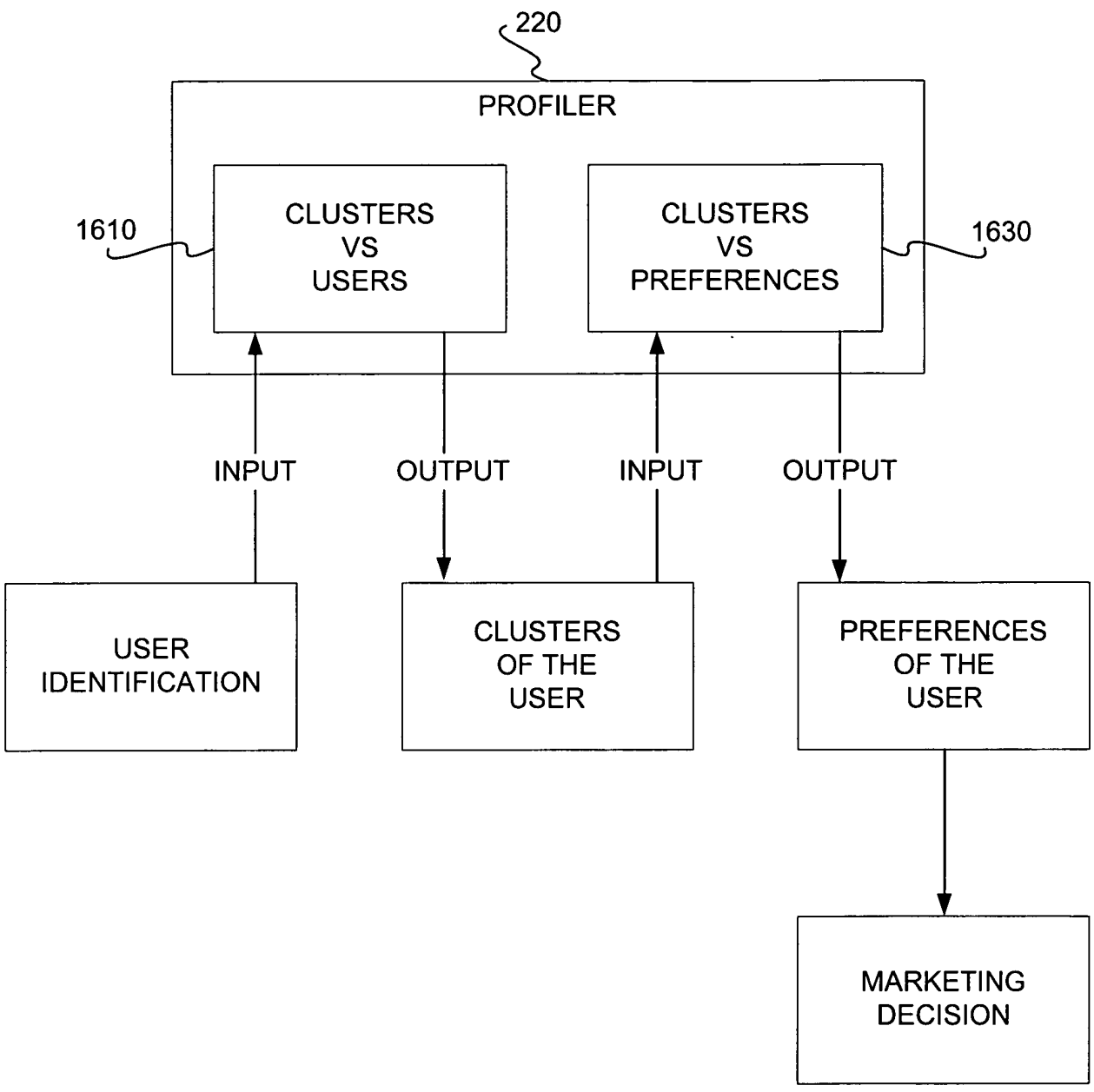
APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

FIG 10



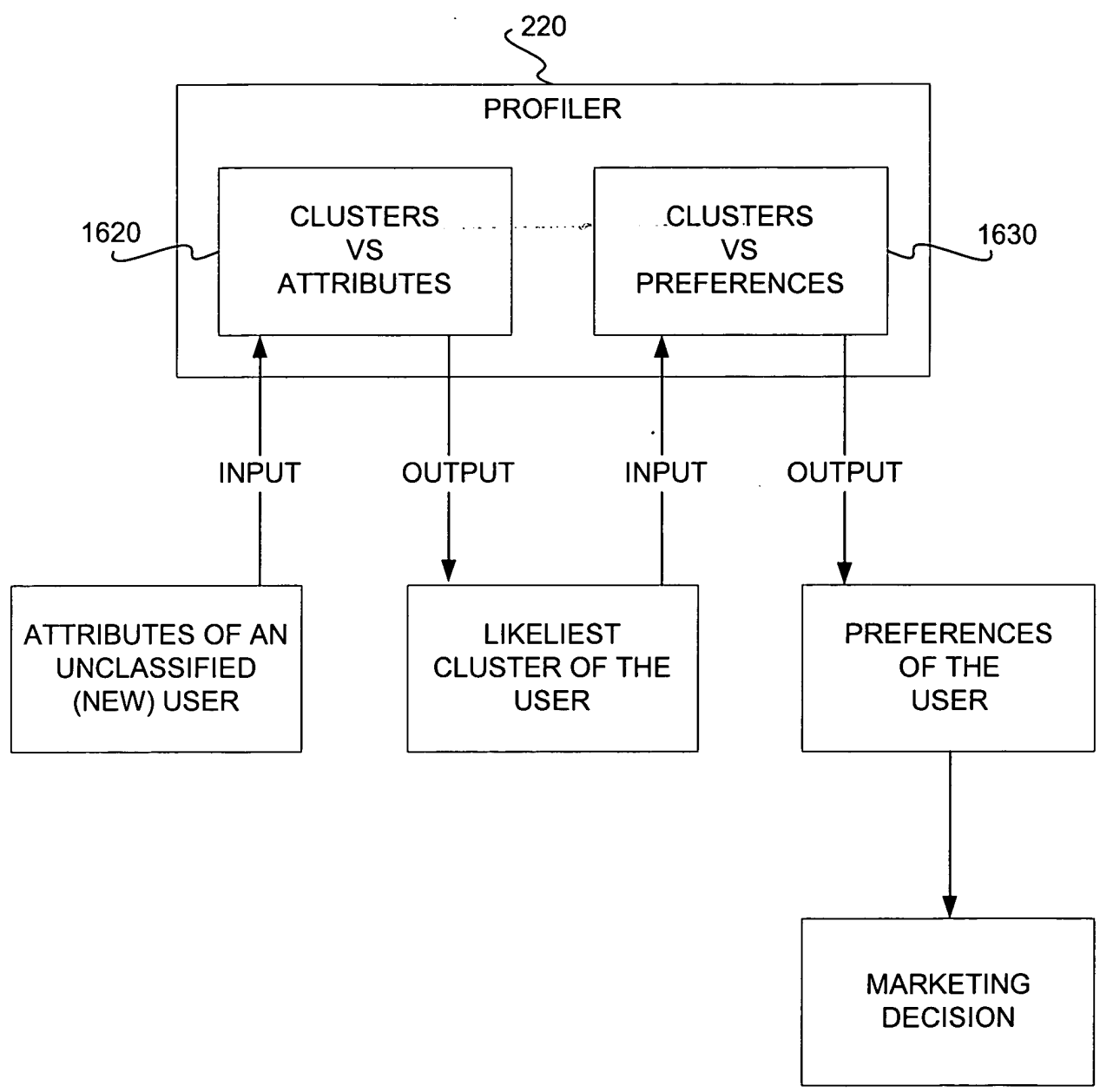
652360" 6E4T.D46D

FIG 11



65260-6470450

FIG 12



552250-6470460

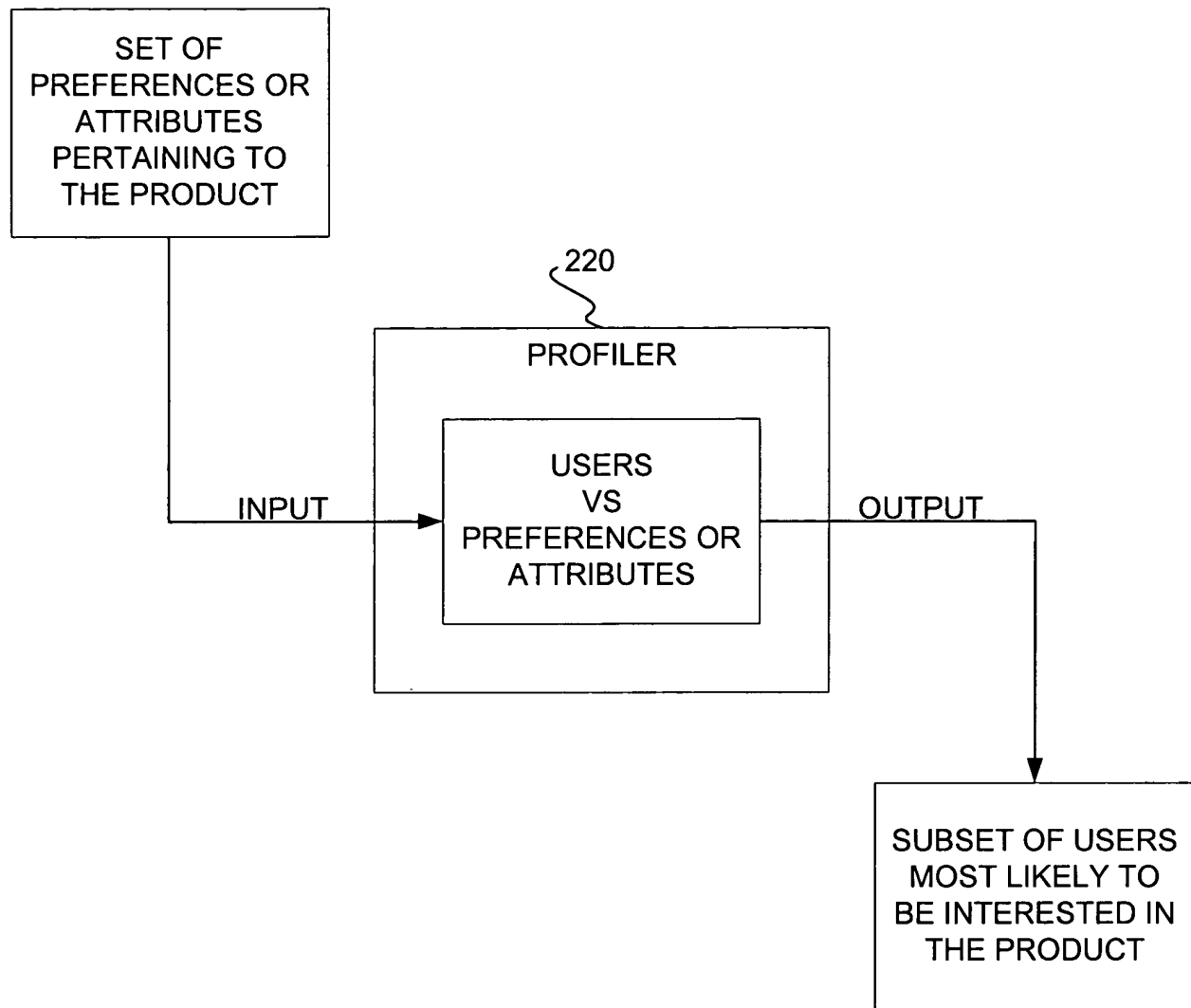
APPROVED	O.G. FIG.	
BY	CLASS	SUBCLASS
DRAFTSMAN		

FIG 13

USER 'X'	
CLUSTER	PROBABILITY
5	65%
7	46%
3	40%
9	38%

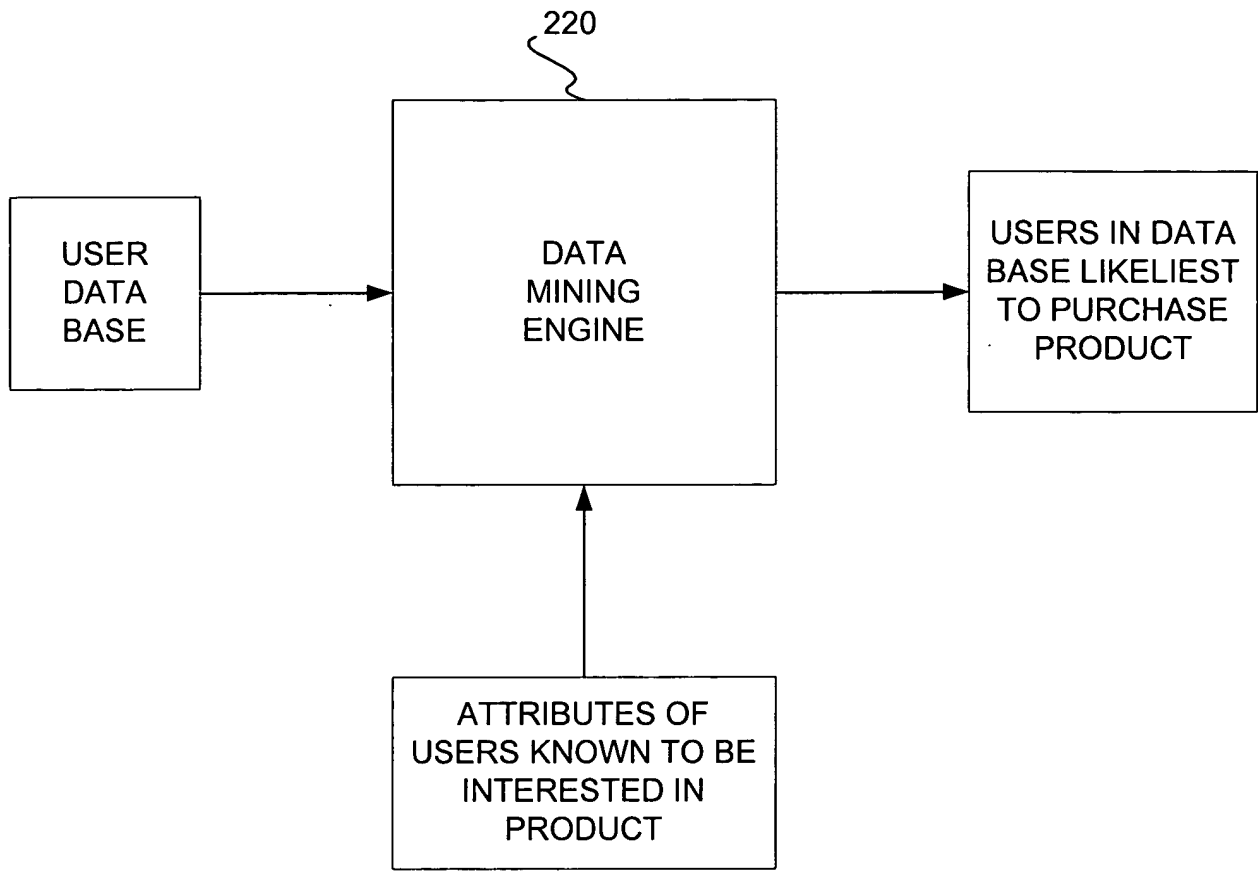
662260-6E4T0460

FIG 14



552260, 552450

FIG 15



662250-6E4T0460